



Taurus MIP Advantage*

DEBT + EQUITY + GOLD

*Monthly Income is not assured and is subject to availability of distributable surplus. The term 'Advantage' has been used in terms of asset allocation and not in terms of returns/yield

Taurus MIP Advantage - An open-ended income scheme

Gift yourself a gold-edged MIP by investing in Taurus MIP Advantage

Taurus Mutual Fund, your trusted investment partner is here to offer you something extra this festive season. Since it's the season of giving, it's time to gift yourself Taurus MIP Advantage to give you a golden advantage that helps generate income and provides diversification into multi assets with exposure to three major asset classes, viz. **Debt, Equity** and **Gold** (through gold ETFs).

Net Asset Value (NAV) as on October 20, 2010

Growth: 10.32 Dividend: 10.32

So, invest in Taurus MIP Advantage to
carry on the festivities throughout your life.



SMS TMIP to 575758


TAURUS
Mutual Fund

TAURUS MIP ADVANTAGE - An open-ended income scheme

Who should invest in Taurus MIP Advantage?

- Investors looking to have exposure to 3 asset classes as part of asset re-allocation / diversification
- Investors not satisfied with low returns of fixed income products (in a rising interest rate scenario) yet not willing to take high risk
- Investors who have so far not looked at Gold as an investment option (except buying gold in the form of jewellery)
- Investors looking to regular income flows by making a lump sum investment
- Institutions / Corporates willing to enhance their treasury return with a little additional risk
- Addresses the needs of a retail investor who wants gold exposure but does not have a demat account

Investment Strategy

Debt Exposure (65 to 95%) : Investment in GOI Securities/Debt & Money Market Instruments of varying maturities. Exposure will generally be to high quality debt paper to ensure safety. The fund will endeavour to maintain the average maturity of the debt portfolio around 1 to 1.5 years depending upon the market conditions.

Gold ETFs (5 to 25%) : Exposure to Gold will be through Gold ETFs only. A minimum of 5% exposure will be maintained to Gold at all times. % exposure to Gold will depend upon Geopolitical scenario, Global Financial stability, seasonal demand pattern in India and Rupee/USD exchange rate.

Equity & Equity related instruments (0 to 25%) : Exposure to equity will be to provide the necessary kicker to generate alpha for the portfolio. Bottom-up stock selection primarily from the large cap space.

Asset Allocation

Under normal circumstances, the asset allocation pattern will be as under:

Instruments	Indicative Allocations (% of net assets)		Risk Profile
	Minimum	Maximum	
Debt & Money Market Instruments *	65%	95%	Low to Medium
Equity and Equity related Instruments	0%	25%	High
Gold ETFs	5%	25%	High

*Includes investment in securitised debt up to 25% of the net asset of the scheme

Benchmark

75% - CRISIL MIP Blended Fund Index
25% - Price of Gold

To invest, contact your financial advisor or call us on the below mentioned numbers

- Ahmedabad: 079-32521999 • Bangalore: 080-41135646 • Chandigarh: 0172-5024838
- Chennai: 044-39101572 • Cochin: 0484-3047230/31 • Delhi: 011-23321756-631/23717593
- Hyderabad: 040-30783061 • Jaipur: 0141-4038851 • Kanpur: 0512-3061824 • Kolkata: 033-65909991/2
- Lucknow: 0522-3040440 • Ludhiana: 9876691291 • Madurai: 0452 6454644 • Mumbai: 022-67534848/66242700 • Pune: 020-66215712/13

E-mail: customercare@taurusmutualfund.com • www.taurusmutualfund.com

Statutory Details: Taurus Mutual Fund has been constituted as a Trust under the Indian Trust Act, 1882. Sponsor: HB Portfolio Ltd. Trustee: Taurus Investment Trust Company Ltd., Investment Manager: Taurus Asset Management Company Ltd. Risk Factors: All investments in mutual funds and securities are subject to market risks and the NAV of the scheme may go up or down depending upon the factors and forces affecting the securities market. There can be no assurance that the scheme's investment objectives will be achieved. The past performance of the mutual fund is not indicative of the future performance of the schemes. The sponsor is not responsible or liable for any loss resulting from the operation of the scheme beyond the initial contribution of Rs.2 Lacs made towards setting up of the mutual fund. Taurus MIP Advantage is only the name of the scheme and does not in any manner indicate the quality of the scheme, its future prospects and returns. There is no guarantee or assurance as to any returns on investments of the unit holders. All dividend distributions are subject to the investment performance of the scheme. The investment made by the scheme is subject to external risks on transferring, pricing, trading volumes, settlement risks etc of securities. Please read the Scheme Information Document/Statement of Additional Information/Key Information Memorandum carefully before investing.

Choice of Investment

Growth

Dividend – payout & reinvestment

Frequency of dividend under dividend option would be monthly dividend

Fund Manager

Rahul Pal (For Debt)

Sadanand Shetty (For Equity & Gold ETF's)

Minimum Investment Amount

Growth option: Rs 5,000/- and in multiples of Rs 1,000/- thereafter

Dividend option: Rs 25,000/- and in multiples of Rs 1,000/- thereafter

Additional purchase: Rs 1000/- and in multiple of Rs 1000/- thereof

Load Structure

Investment Amt	Entry Load	Exit Load (% of applicable NAV)
Up to any amount	Nil	1.00% if exited up to 1 year & Nil if exited after 1 year from the date of allotment

Low co - relation between Gold Prices & Equities - a tool for portfolio rebalancing

As on 31/05/2010	Returns(%)		
	1 year	3 years	5 years
BSE Sensex	15.86	5.22	20.34
Gold	25.48	28.18	25.15

Absolute returns for 1 year & CAGR for period more than 1 year

Source: Mint Research

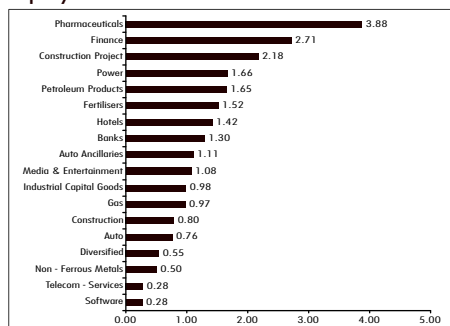
Performance

Period	Returns (%)	
	NAV	75%-Crisil MIP Blended Fund Index & 25% price
1 Month	2.16	1.29
Since Inception	2.89	3.15

As on 30th September, 2010.

Note: Returns are calculated on a compounded annualised basis for a period of more than one year and absolute basis for a period less than or equal to one year, with reinvestment of dividends/ bonus, if any. Past performance may or may not be sustained in future.

Equity Sector Allocation



PORTFOLIO

As on 30th Sept. 2010

Name of the scrip	% to Net Assets	Name of the scrip	% to Net Assets
Reliance Industries Ltd	1.65	Idea Cellular Limited	0.28
Tata Chemicals Ltd	1.52	HCL Technologies	0.28
Indian Hotel Ltd	1.42	ICICI Bank Ltd	0.26
Aurobindo Pharma Ltd	1.36	Total - Equity	22.87
Piramal Healthcare Ltd	1.30	DEBT	
Divis Laboratories Ltd	1.21	Certificate of Deposit	
Sundaram Fasteners Ltd	1.11	Corporation Bank	11.78
Mahindra & Mahindra	1.09	IDBI Bank Ltd	14.36
Financial Services Ltd		Corporate Bond	
Hathway Cable And	1.08	11.50% Idbi Slr Bonds	0.24
Datacom Ltd		Commercial Paper	
Federal Bank Ltd	1.03	Future Capital Holdings	13.73
Siemens Ltd	0.98	Fullerton India	11.43
Gail (India) Ltd	0.97	Credit Co Ltd	
Reliance Infrastructure Ltd	0.95	India Infoline Ltd	11.43
Network 18 Media &	0.86	Investments Ltd	
Investments Ltd		DLF Ltd	0.80
Bajaj Auto Ltd	0.76	GMR Infrastructure Ltd	0.74
GMR Infrastructure Ltd	0.74	National Thermal Power	0.72
National Thermal Power	0.72	Corporation Voltas Ltd	0.67
Corporation Voltas Ltd	0.67	Hindustan Unilever Ltd	0.55
Hindustan Unilever Ltd	0.55	Sterlite Ind.	0.50
Sterlite Ind.	0.50	Nagarjuna Construction	0.46
Nagarjuna Construction	0.46	Co Ltd FV INR 2	
Co Ltd FV INR 2		Gamma India Ltd	0.30
Gamma India Ltd	0.30	Total DEBT	63.57
		Gold Exchange Traded Funds	
		Gold Benchmark ETF	7.80
		(Gold Bees)	
		Total-Gold Exchange Traded Fund	7.80
		Cash & Cash Receivables	5.76
		Total	100.00

Fund Manager's Comment

The scheme maintained a high allocation to money market instruments having low maturity and also created trading opportunities in the 10 years GOI benchmark. We will continue with our strategy of trading in gilts in the scheme. We will gradually increase the maturity profile of the debt portion of the scheme as clarity on the direction of rates increase.

About Taurus Mutual Fund

- Fastest growing Mutual Fund during F.Y. 2009 -10.
- Managing an AAUM of Rs 3056 crs as on 31/05/2010.
- Product basket comprises of 6 Equity Funds, 1 ELSS and 4 Fixed Income Funds besides FMPs
- Taurus Liquid Fund rated as AAAF by CRISIL & Taurus Ultra Short Term Bond Fund rated as AAaf by CRISIL and CARE Ratings for credit quality of the portfolio.
- Two equity funds – 'Taurus Tax Shield' and 'Taurus Infrastructure Fund' bagged the prestigious Business World Best Mutual Funds Awards for the year 2009 - 2010
- Launched Taurus Ethical Fund in April 2009 and Taurus Nifty Index Fund in June 2010
- An experienced & professional team across all functions
- Professional Service Providers:
 - Registrar & Transfer Agent: Karvy Computershare Pvt. Ltd
 - Custodian: HDFC Bank Ltd
 - Fund Accountant: Deutsche Bank AG
- Branches in top 15 cities. Strong distribution network of more than 4000 outlets of business associates.

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